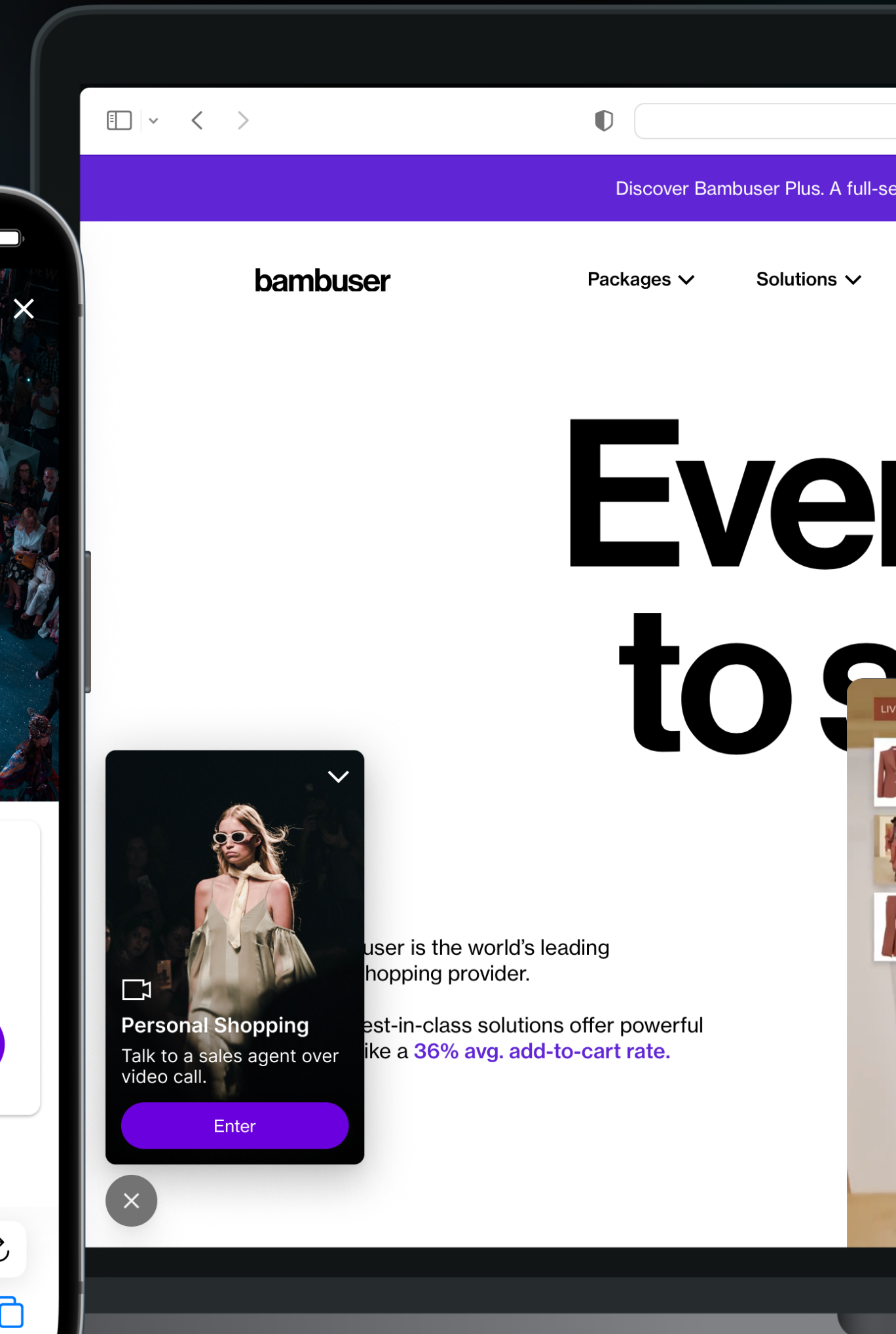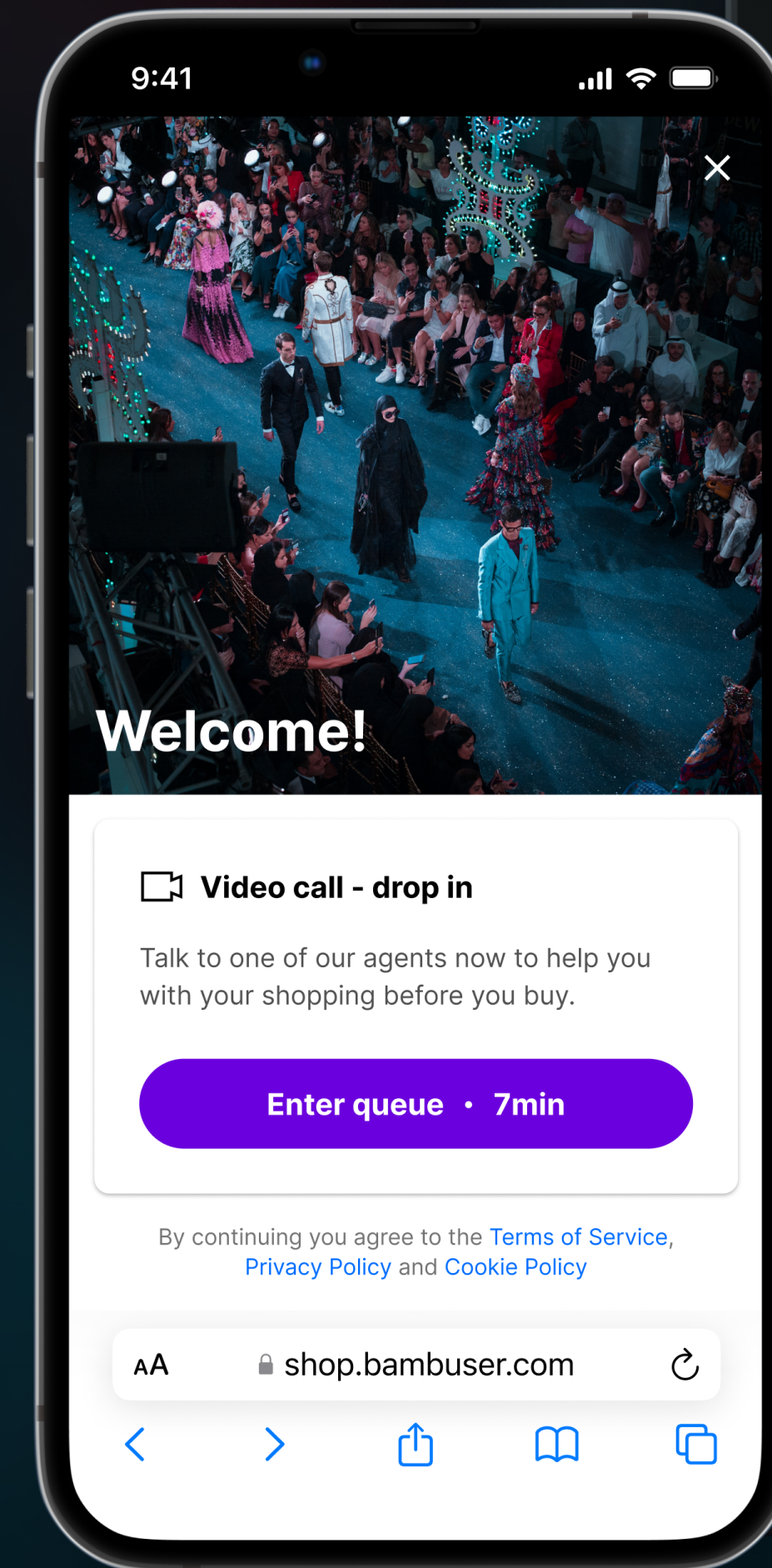# Your Brand, Your Call

One-to-One Theming User Guide

bambuser

One-to-One Theming User Guide

This guide is aimed at enabling you - our trusted clients - to create a customized theme for your One-to-One Personalized Video Commerce calls.

1. Get Inspired

Learn what can be styled and head to the Settings section on your Bam Hub to start customizing.

2. Create Your Theme

When creating your theme, we recommend that you reach out to a designer to help you style the typography, colors, elements and components we'll be introducing to you in slide 4.
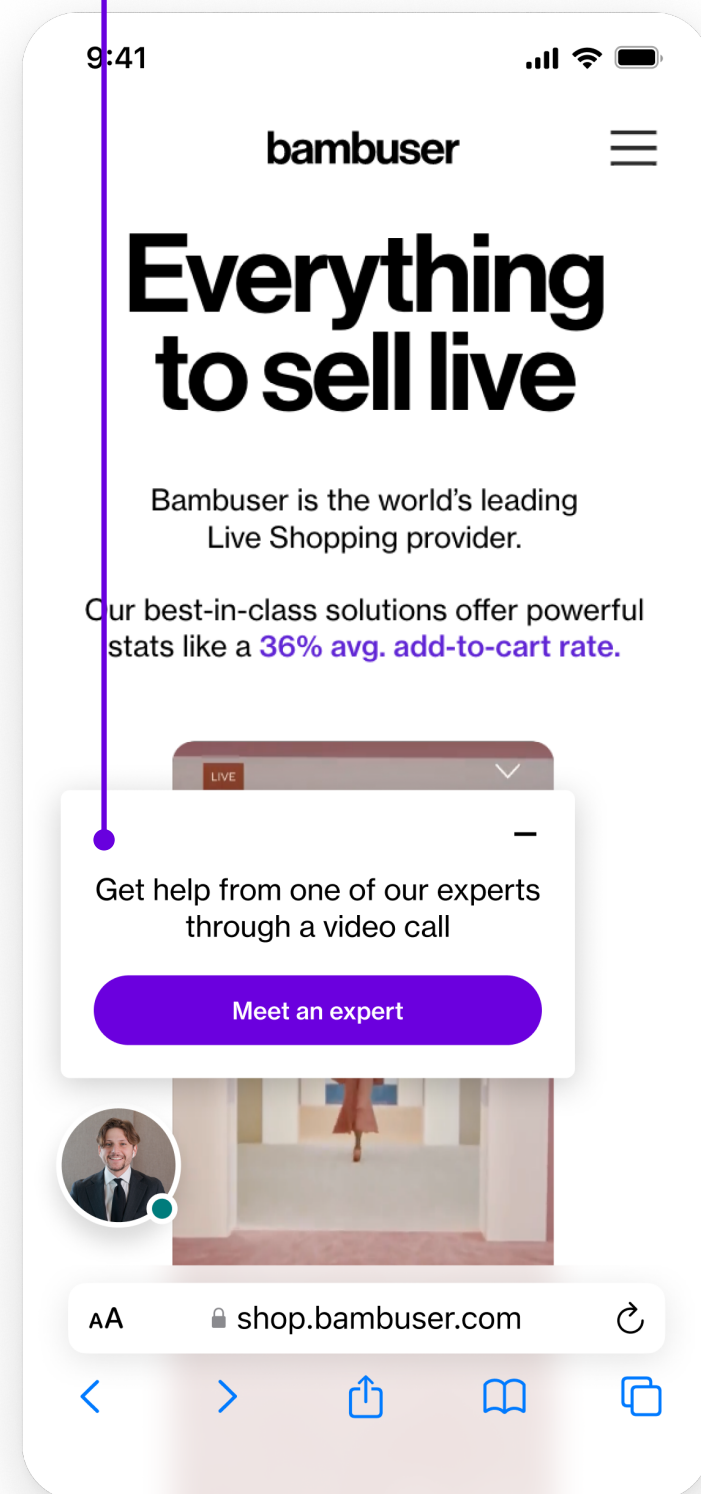
3. Explore & Preview

You can preview your widget directly in the Theming section within your Bam Hub. You can also see theme changes on your site or Sandbox after integrating the One-to-One solution.
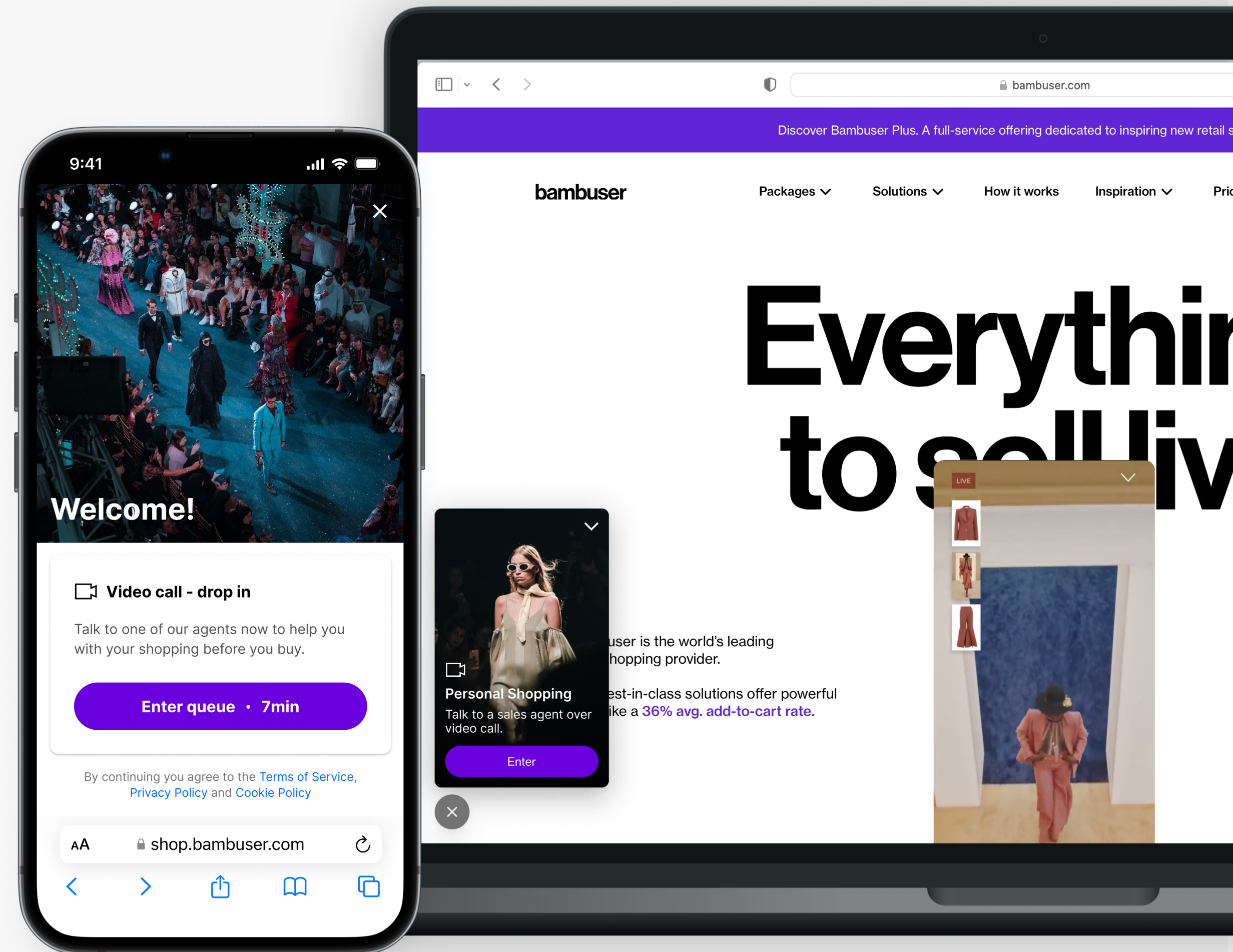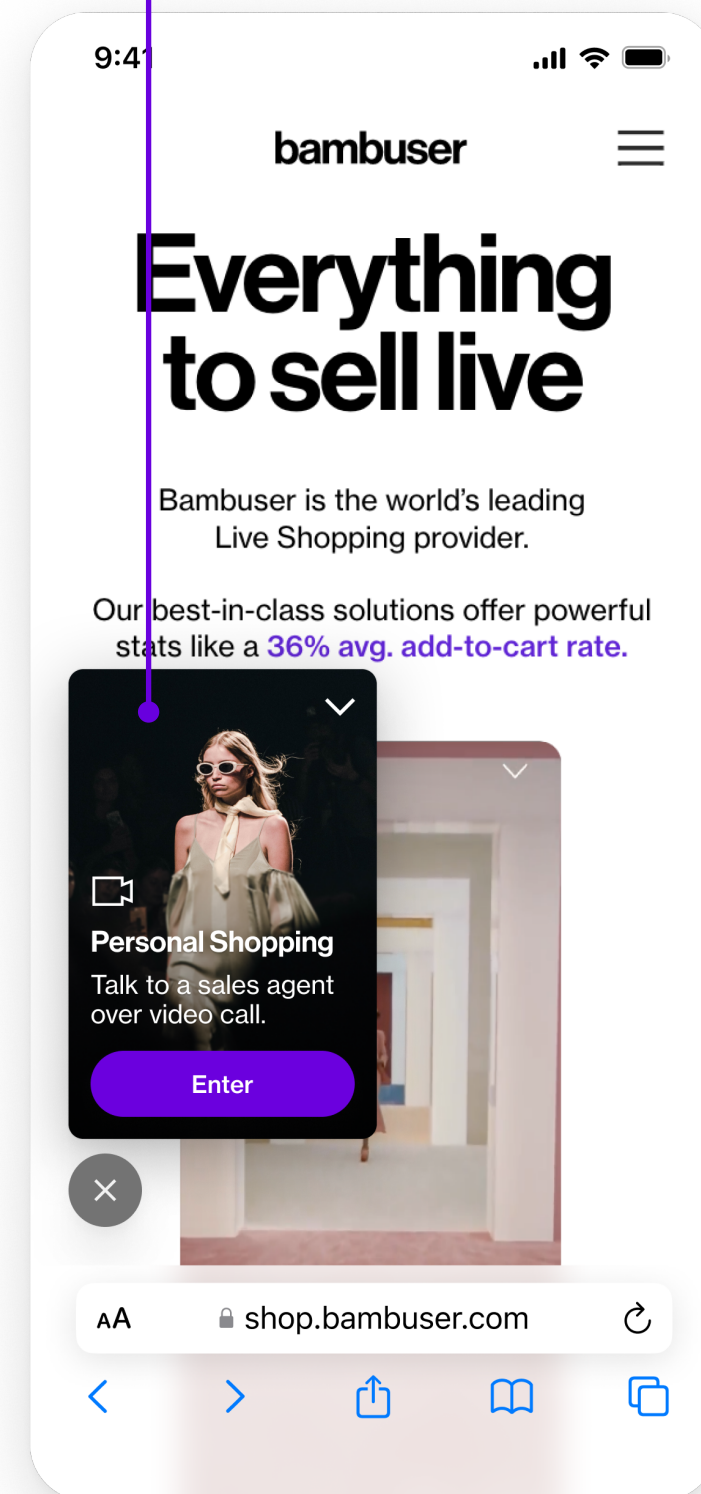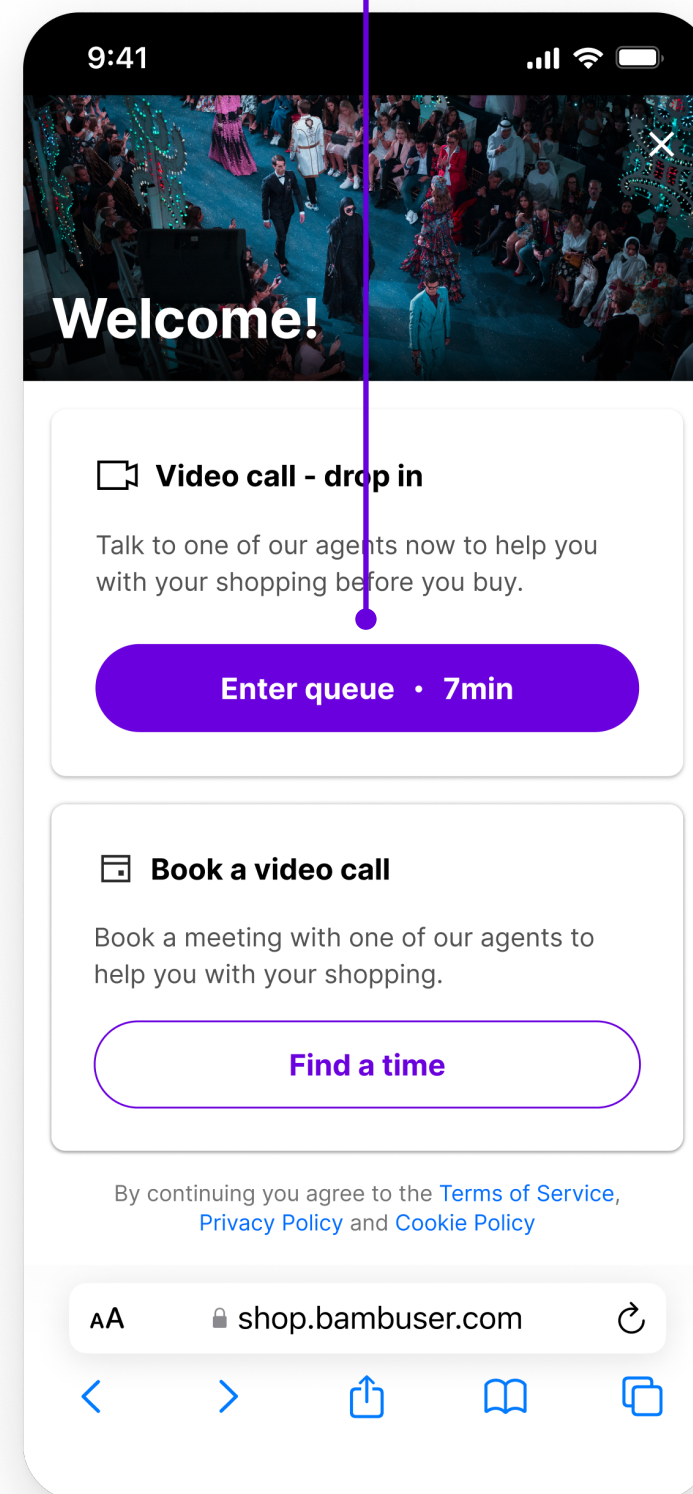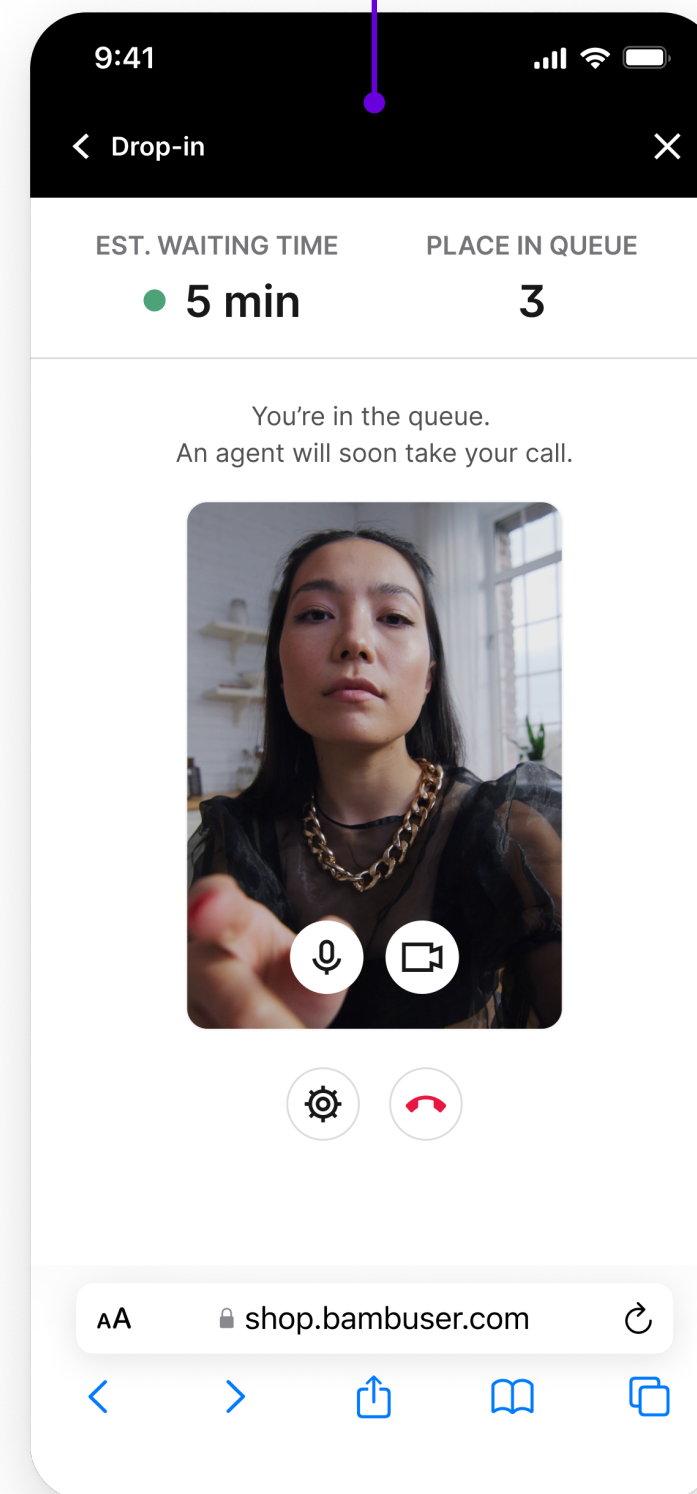
Themeable Screens
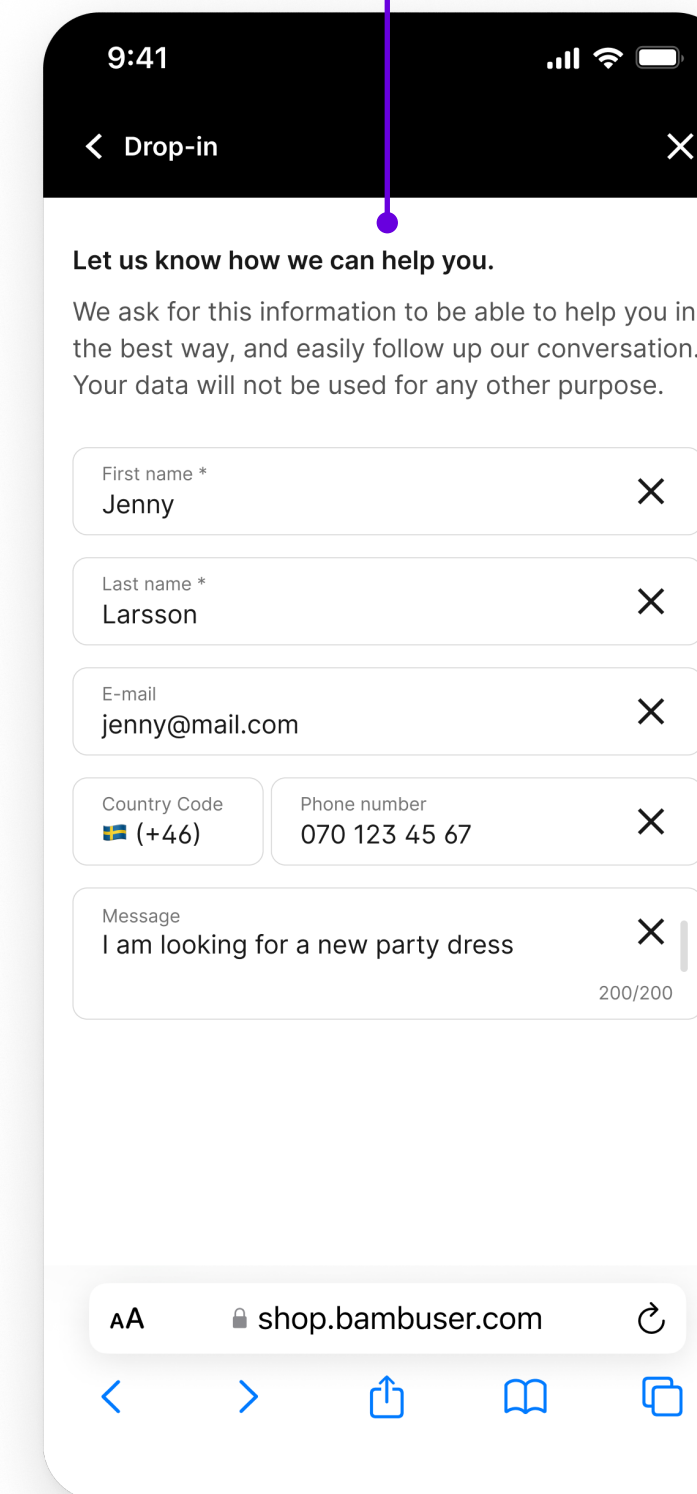
Theme the Side Dock Widget

Theme your Video Widget

Create the look of your buttons

Choose a header color

Choose your fonts

Choose the look of the end screen

Screen 1

9:41

bambuser

Everything to sell live

Bambuser is the world's leading Live Shopping provider.

Our best-in-class solutions offer powerful stats like a 36% avg. add-to-cart rate.

LIVE

Get help from one of our experts through a video call

Meet an expert

shop.bambuser.com

Screen 2

9:41

bambuser

Everything to sell live

Bambuser is the world's leading Live Shopping provider.

Our best-in-class solutions offer powerful stats like a 36% avg. add-to-cart rate.

Personal Shopping
Talk to a sales agent over video call.

Enter

shop.bambuser.com

Screen 3

9:41

Welcome!

📹 **Video call - drop in**

Talk to one of our agents now to help you with your shopping before you buy.

Enter queue · 7min

📅 **Book a video call**

Book a meeting with one of our agents to help you with your shopping.

Find a time

By continuing you agree to the Terms of Service, Privacy Policy and Cookie Policy

shop.bambuser.com

Screen 4

9:41

‹ Drop-in ✕

EST. WAITING TIME
● **5 min**

PLACE IN QUEUE
3

You're in the queue.
An agent will soon take your call.

shop.bambuser.com

Screen 5

9:41

‹ Drop-in ✕

Let us know how we can help you.

We ask for this information to be able to help you in the best way, and easily follow up our conversation. Your data will not be used for any other purpose.

First name *
Jenny ✕

Last name *
Larsson ✕

E-mail
jenny@mail.com ✕

Country Code
🇸🇪 (+46)

Phone number
070 123 45 67 ✕

Message
I am looking for a new party dress ✕
200/200

shop.bambuser.com

Screen 6

9:41

Thank you for the call!

Hope to see you again soon!

Return to store

How was you call experience?

👍 **Good**   👎 **Bad**

shop.bambuser.com

What You Can Style

These are all the things you can customize on your One-to-One Personalised Video Commerce solution to give your customers the best possible, on-brand experience.

Typography

The Typography styles you define will apply to the whole experience – from the first screen of the Widget, throughout the call, to the Thank you screen.

You can upload your own font-family, set the size, line height, weight etc. of your font.

Exceptions
The font characteristics for Buttons need to be themed in the Elements section.

Colors

Brand Colors
Brand Colors can be set to create a toolbox that enables easy access to your color palette in other parts of the Theming section. You'll also be able to set a customized colour for several of your existing elements and components.

System Colors
The System Colors are directly applied to the following elements: online indicator, and form error states.

Text Colors
The Text colors set here will be applied throughout the experience.

Exceptions
The font color for Buttons needs to be themed in the Elements section.

Elements

In Elements you'll find:
- Buttons
- Forms
- Header

Buttons
All aspects of your buttons are styled here: colors, font characteristics, border radius and states.

Forms
The only thing that can currently be themed for forms,is the border radius and the color of error states (which can be themed in the Colors section).

Header
The header is visible before the call and can be set to appear as small or large.

Components

The following components can be styled in this section:

Widgets (Video, Avatar & Side Dock)
They consist mainly of text content (styled in Typography) and Buttons (styled in Elements). A background colour can be set specifically for each Widget type. When it comes to the font color, you can choose the color mode that fits the background.
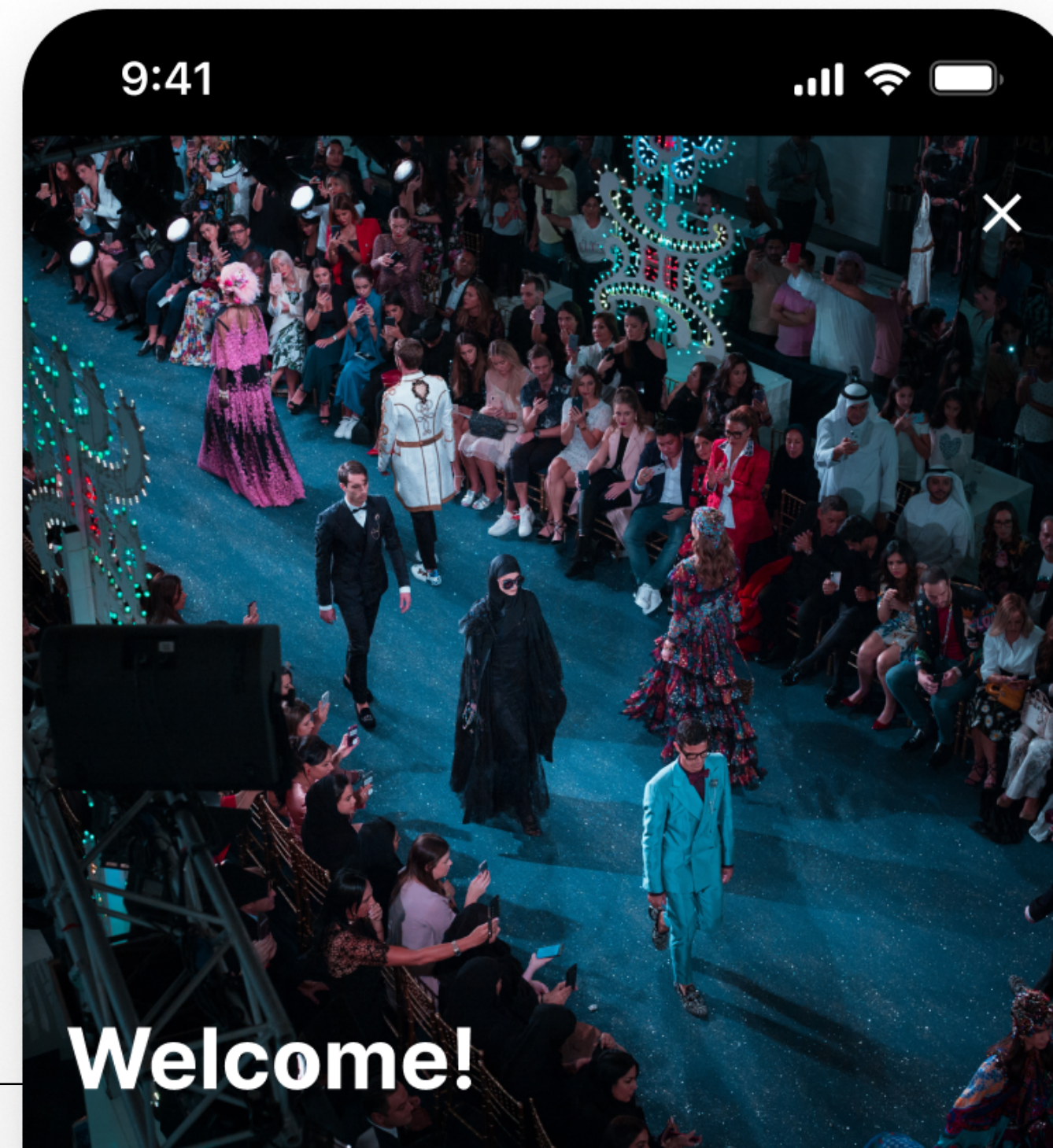
Thank you screen
This section also consists of text content (styled in Typography), Buttons (styled in Elements) and Forms (styled in Elements).

Typography

The Typography section includes all the font styles available (besides button font styles, which can be styled in the Elements section) within the One-to-One solution. The apply to everything from the moment your user opens the widget to when they rate their experience after the call.

The characteristics of the different font styles (for example font size, line height and font weight) can be set to ensure a coherent and delightful experience for your users. Drastically changing these parameters is not recommended as it can create a poor and unfamiliar user experience.

bambuser One-to-One Theming User Guide

Headline 1

Title

Body

Body Small

Welcome!

9:41

📹 **Video call - drop in**

Talk to one of our agents now to help you with your shopping before you buy.

Enter queue • 7min

By continuing you agree to the Terms of Service, Privacy Policy and Cookie Policy

Font family
Choose the font family that is already a part of your brand. The Theming section should be able to cater to a wide variety of font-families.

Font size
For headlines, the font size should not be increased or decreased by more than 2 pixels.

For the rest of the font styles, including titles or body copy, the size should not be increased or decreased by more than 1 pixel.

Font weights
We recommend that you choose a weight close to the one defined as standard. For example, the title has a weight of 700 – changing this to i.e. 400 will create issues in terms of how the reader perceives the hierarchy of the design. If you are using 800 as a weight for your Bold fonts, it is recommended that you do it in the Theming section as well.
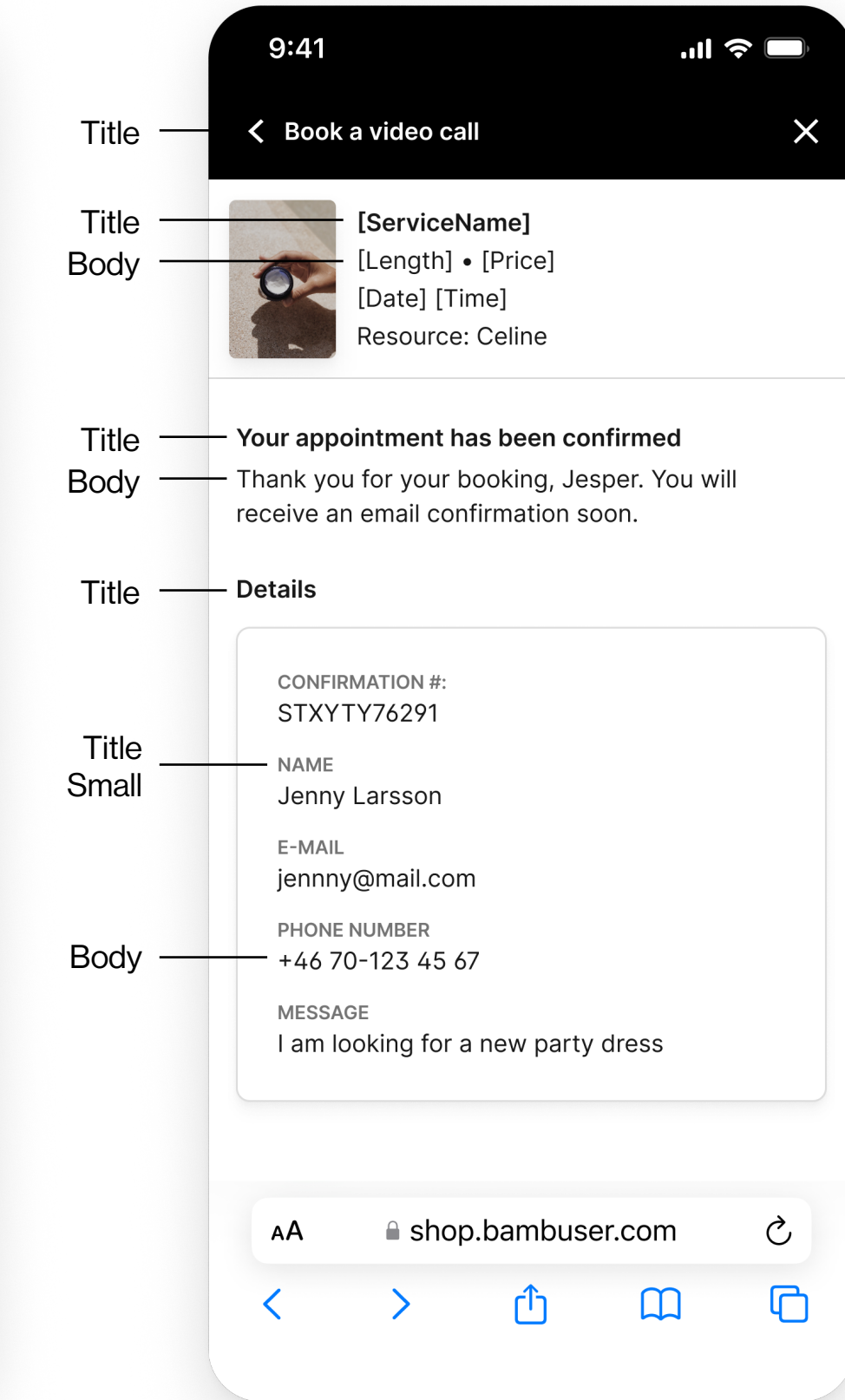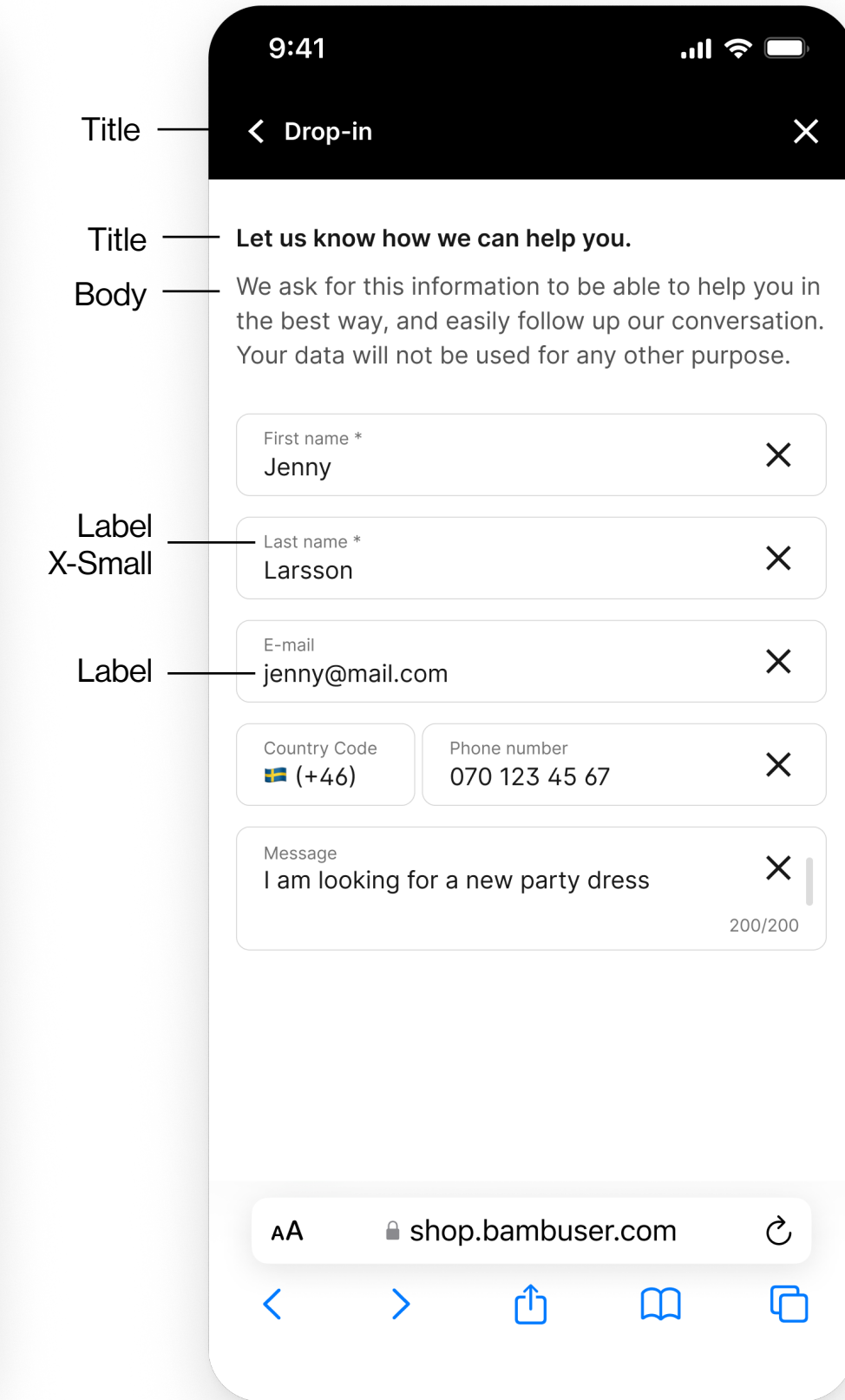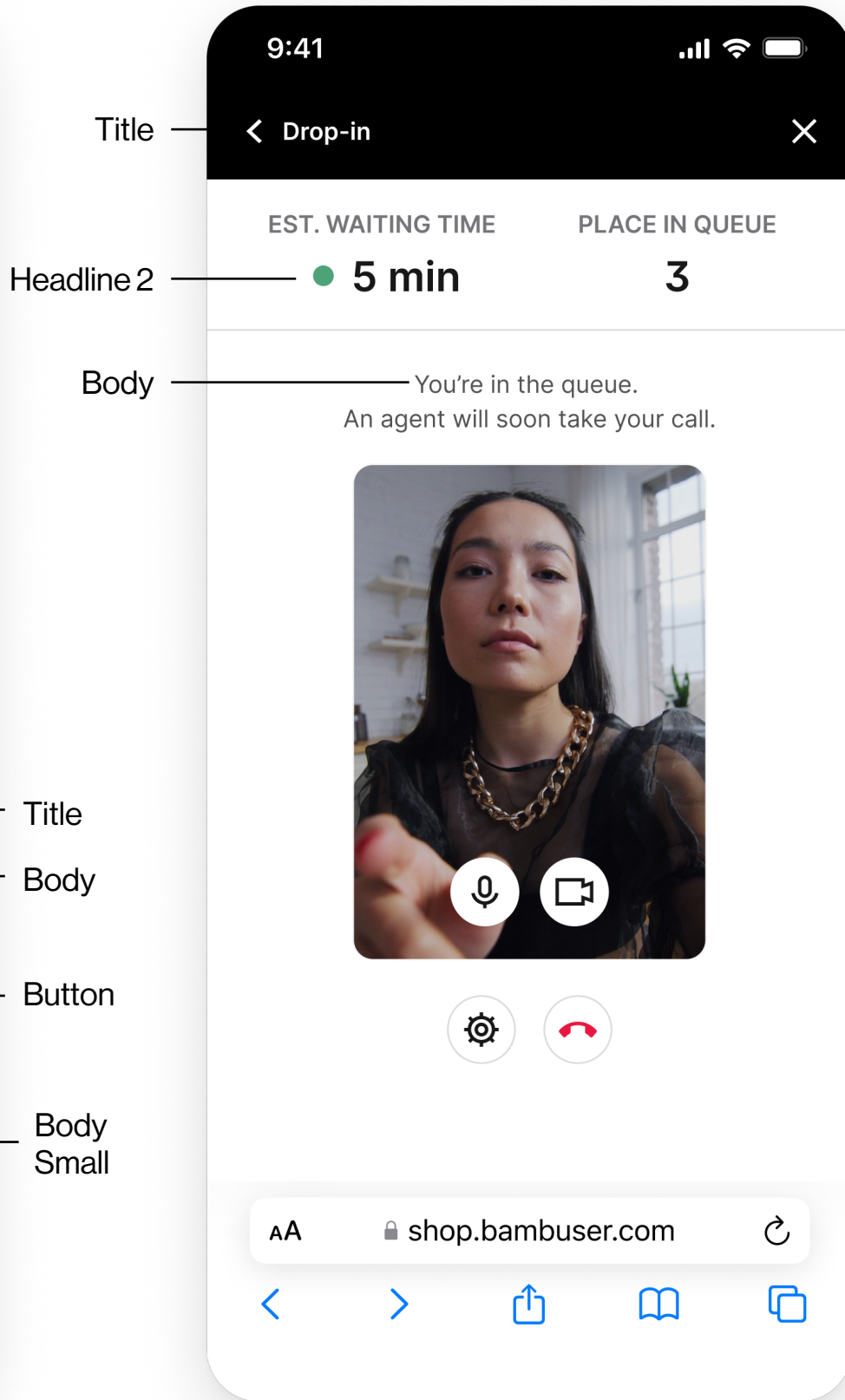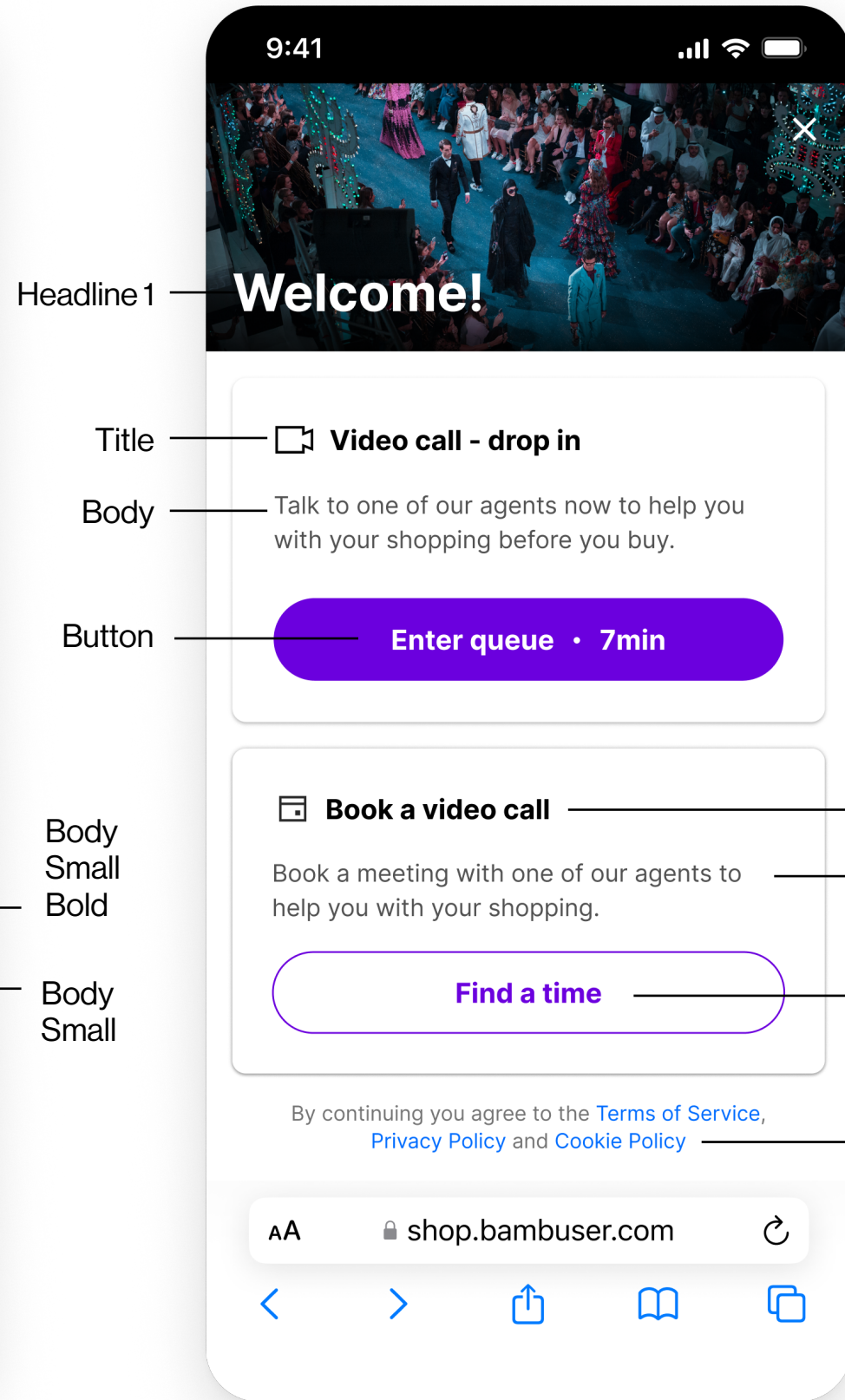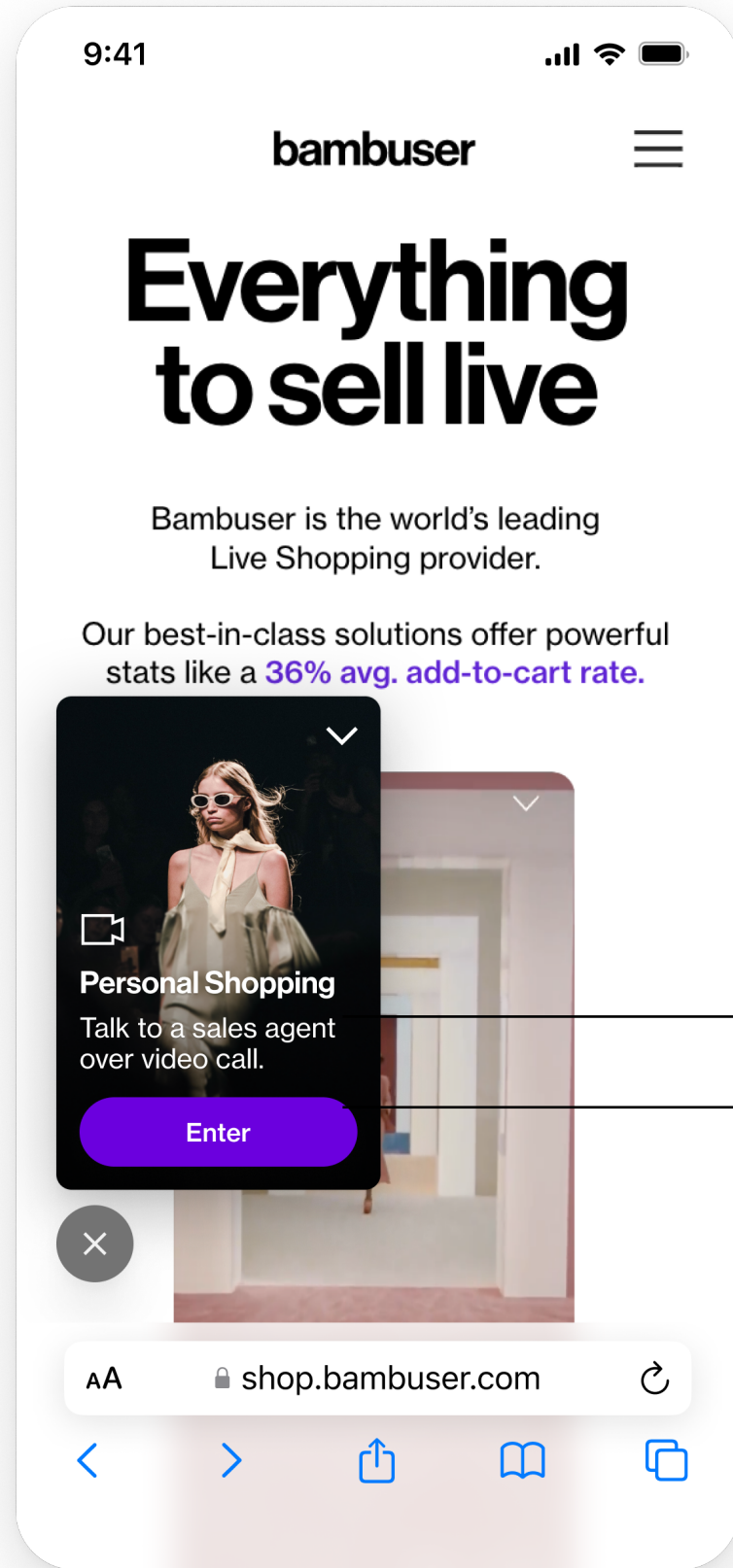
Line height
The standard line heights are set to be suitable for the real estate of the One-to-One design. We recommend you you don't change them, to ensure a smooth and consistent user experience.

Font format
The font format used when uploading your custom font is woff2.

Typography

Headline 1

Title

Body

Button

Body
Small
Bold

Body
Small

Welcome!

Title — Video call - drop in

Body — Talk to one of our agents now to help you with your shopping before you buy.

Button — Enter queue • 7min

Title — Book a video call

Body — Book a meeting with one of our agents to help you with your shopping.

Button — Find a time

Body Small — By continuing you agree to the Terms of Service, Privacy Policy and Cookie Policy

Title — Drop-in

Headline 2 — EST. WAITING TIME • 5 min   PLACE IN QUEUE 3

Body — You're in the queue. An agent will soon take your call.

Title — Drop-in

Title — Let us know how we can help you.

Body — We ask for this information to be able to help you in the best way, and easily follow up our conversation. Your data will not be used for any other purpose.

Label X-Small — First name * Jenny / Last name * Larsson

Label — E-mail jenny@mail.com / Country Code (+46) Phone number 070 123 45 67 / Message I am looking for a new party dress 200/200

Title — Book a video call

Title / Body — [ServiceName] [Length] • [Price] [Date] [Time] Resource: Celine

Title — Your appointment has been confirmed

Body — Thank you for your booking, Jesper. You will receive an email confirmation soon.

Title — Details

Title Small — CONFIRMATION #: STXYTY76291 NAME Jenny Larsson E-MAIL jenny@mail.com PHONE NUMBER +46 70-123 45 67 MESSAGE I am looking for a new party dress

Body

Colors

The Colors section includes: **Brand & System Colors** and Text Colors.
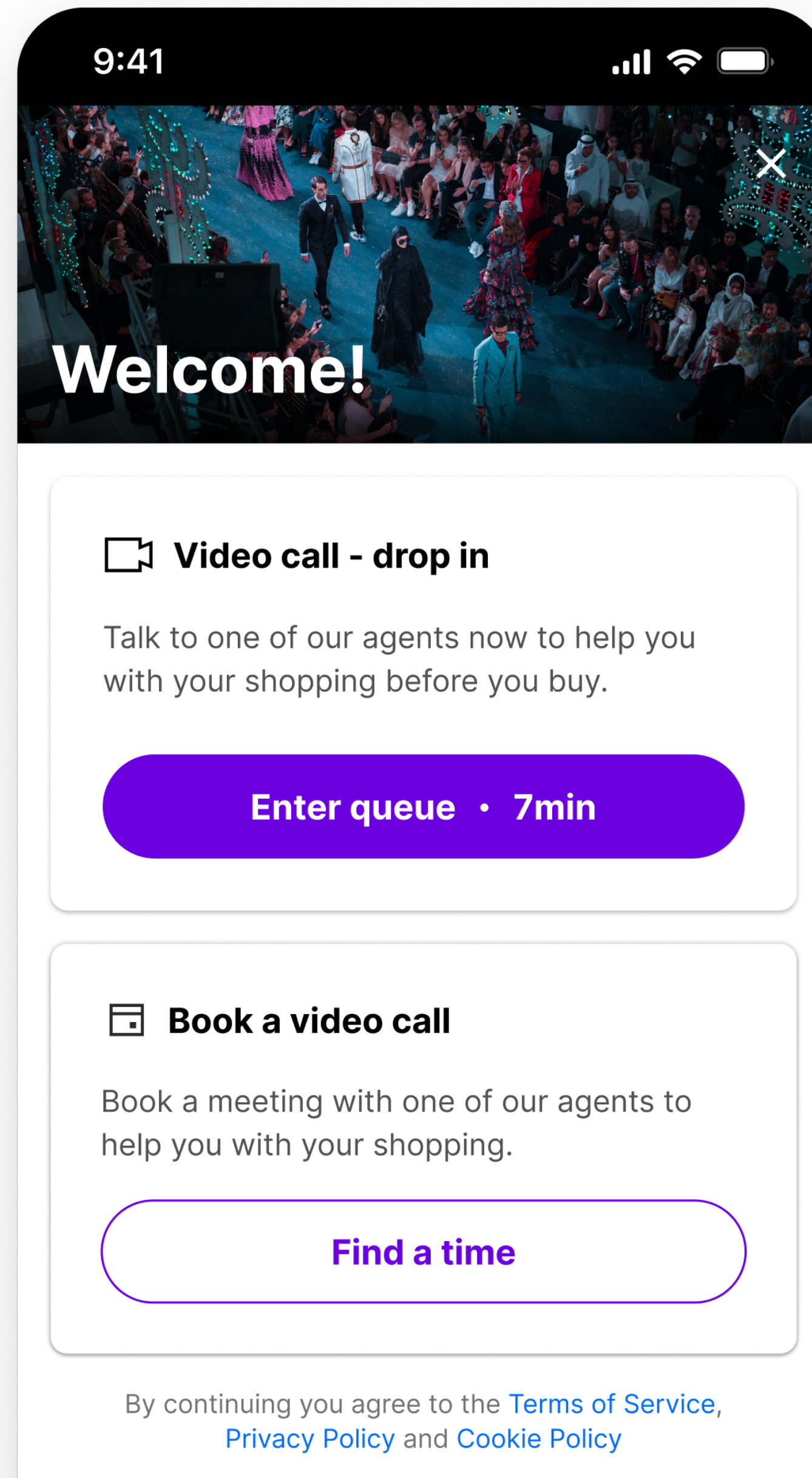
Brand & System Colors

The Brand Colors (1, 2 and 3) you set are added to a toolbox so you can have easy access to them in the other parts of the Theming section. They're not directly applied to any element of your widget.

System Colors are directly applied to elements.

— Online (as shown in the screen grab you can see in the top right corner of this slide) applies to a small circle in the top part of the queue part of the widget.

— Error color is applied to error states related to input fields and dropdown menus.

Button Colors

The colours of buttons are applied in the Elements section.

↓ **Brand & system colors**

Brand color 1   ●

Brand color 2   ●

Brand color 3   ●

Online   ●

Error   ●

→ **Text colors**

9:41

Welcome!

✕

📹 **Video call - drop in**

Talk to one of our agents now to help you with your shopping before you buy.

Enter queue · 7min

🔲 **Book a video call**

Book a meeting with one of our agents to help you with your shopping.

Find a time

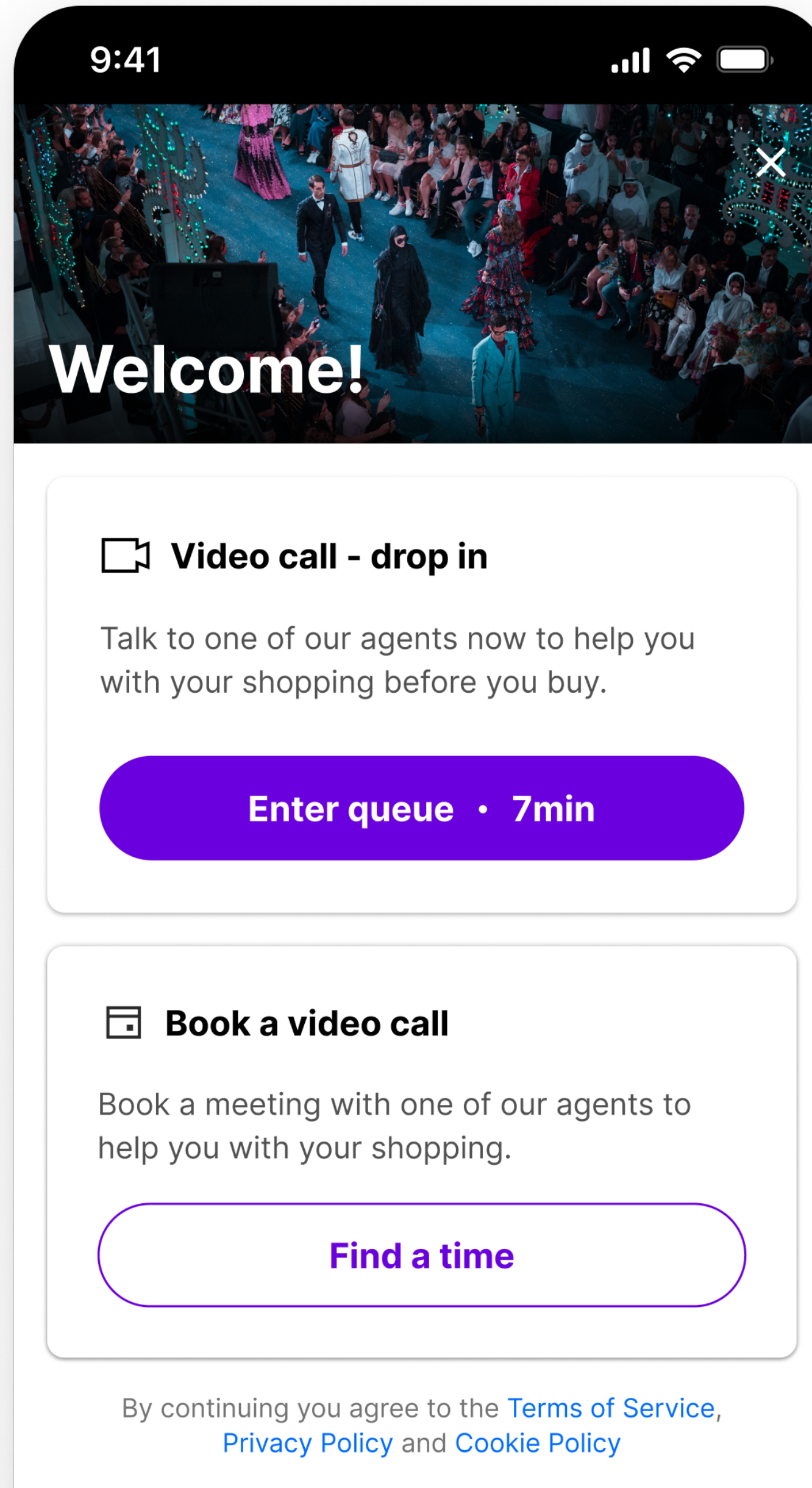By continuing you agree to the Terms of Service, Privacy Policy and Cookie Policy

Colors

Text Colors

In this section, you can set the colors for the typography styles you've created.

—— You can apply one color for all three Headlines

—— You can apply one color for the two Title styles

—— You can apply one color for the two Body styles

—— You can apply two different colors for Links

    —— A Legal Link appears in the bottom part of the start screen in the widget. This link will point to the the Terms & Conditions of using the service

    —— A regular Link is a link that appears within body copy or any link other than the Legal Link mentioned above.

—— Text colors for error apply to wording appearing in combination with form input fields that are in an error state (e.g. missing information or wrong format).

—— Price appears only during the call, and this text style should be applied to your regular prices. Sale Price will be the color you use for all your Sale prices.

9:41

Welcome!

X

Video call - drop in

Talk to one of our agents now to help you with your shopping before you buy.

Enter queue · 7min

Book a video call

Book a meeting with one of our agents to help you with your shopping.

Find a time

By continuing you agree to the Terms of Service, Privacy Policy and Cookie Policy

Body

Link

Legal Link

Error

Price

Sale Price

DARK BACKGROUNDS

Headline

Title

Body

Link

Legal Link

Error

Price

Sale Price

RECOMMENDATIONS

Contrast & Accessibility

The preview of the light and dark backgrounds you see in the Text Colors section is for you to get an understanding of how texts will appear on different backgrounds.

Make sure you comply with the contrast requirements for your country, measuring them in a contrast checker.

Elements

Buttons

The following parameters can be set for all your button types: border radius, border width and font style.

In addition, you'll be able to set default, hover and disabled states (including Colors) for your primary, secondary and destructive buttons respectively.

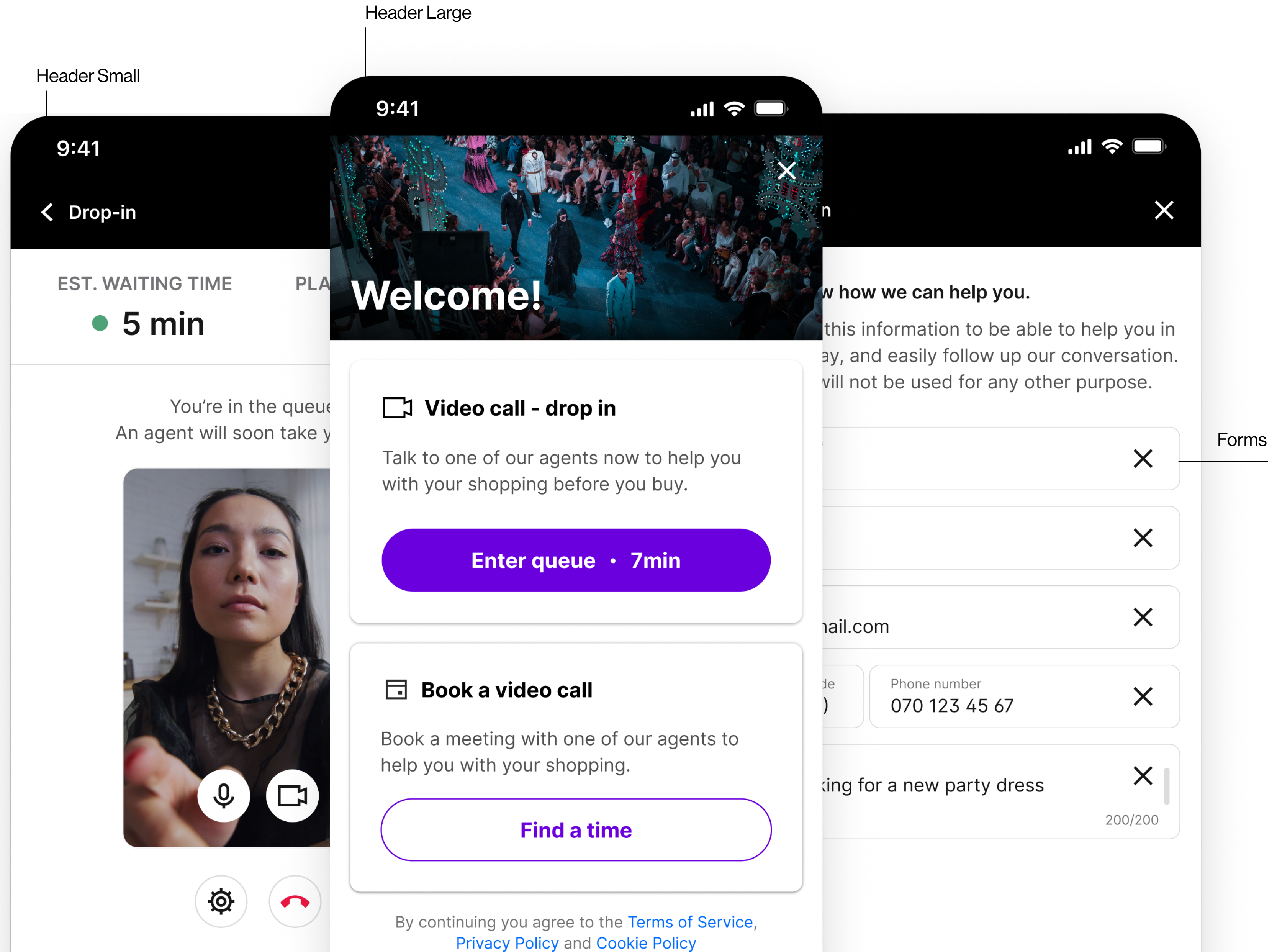Note: Destructive buttons is used for irreversible actions that can result in data loss or permanent deletion.

Forms

You can theme the border radius and the color of error states (which can be themed in the Colors section).

Header

For Header Large, you can choose between a solid color or an image. Make sure to upload an image that has its subject centered, as the ratio might change depending on whether the Drop-in and Bookings options are available simultaneously or not.

For Header Small, you can only choose a solid color background.

Header Small

Header Large

Forms

9:41

< Drop-in

EST. WAITING TIME   PLA

● 5 min

You're in the queue
An agent will soon take y

9:41

Welcome!

📹 **Video call - drop in**

Talk to one of our agents now to help you with your shopping before you buy.

Enter queue • 7min

📅 **Book a video call**

Book a meeting with one of our agents to help you with your shopping.

Find a time

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ow how we can help you.

this information to be able to help you in
ay, and easily follow up our conversation.
ill not be used for any other purpose.

×

×

×

nail.com   ×

de)   Phone number
            070 123 45 67   ×

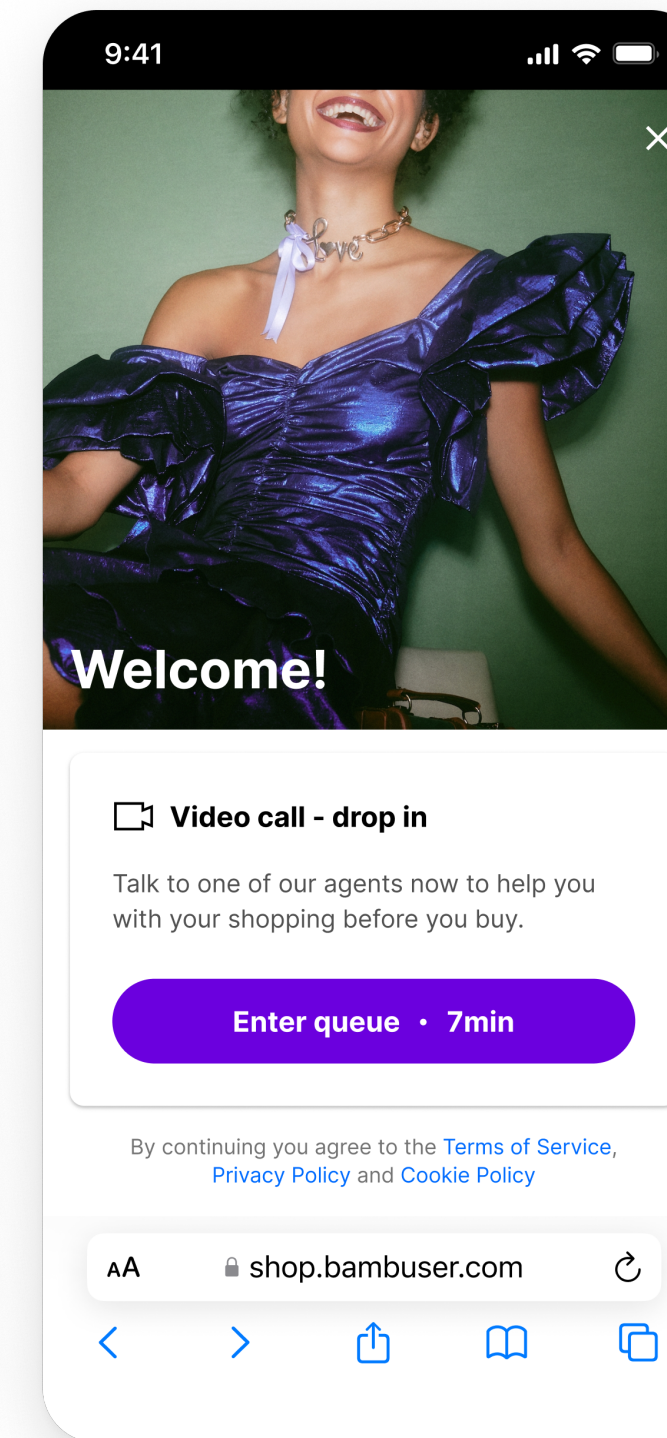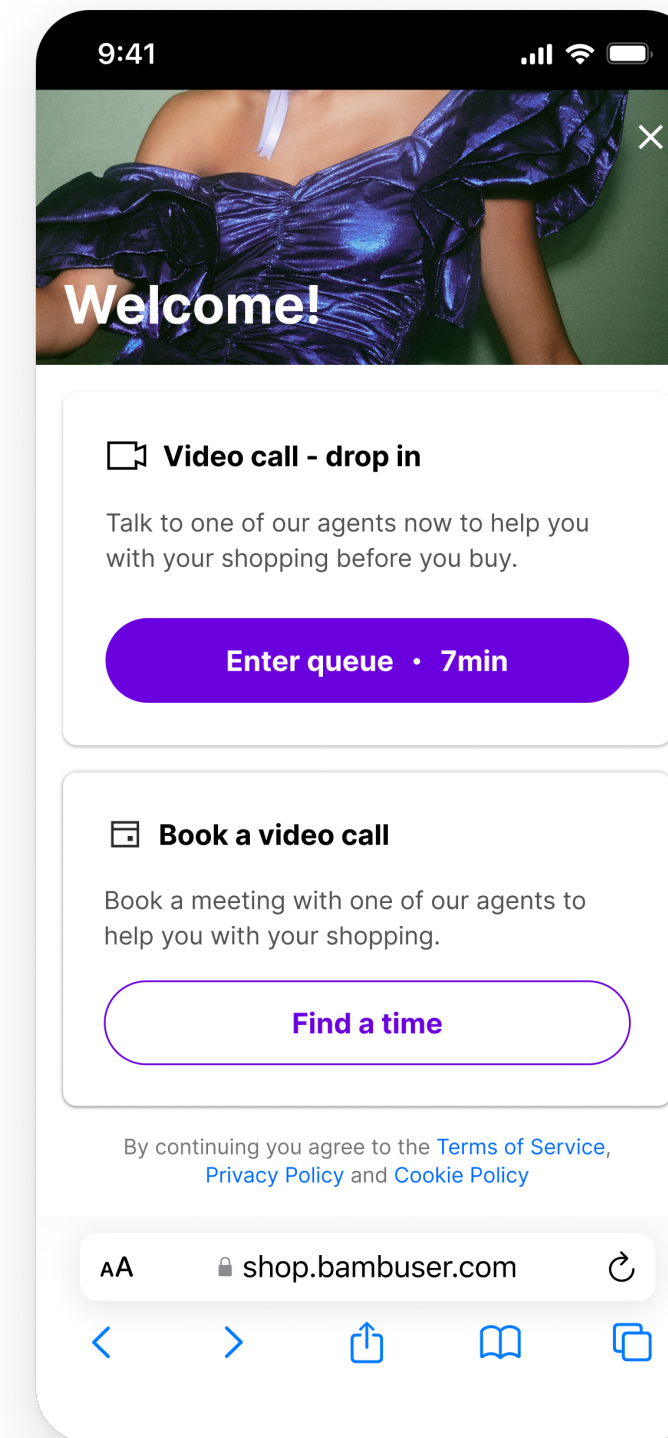king for a new party dress   ×

200/200

Continued

Elements

Below are examples illustrating the recommended types of images suitable for
your header background, alongside an example that does not meet the criteria.

Recommended
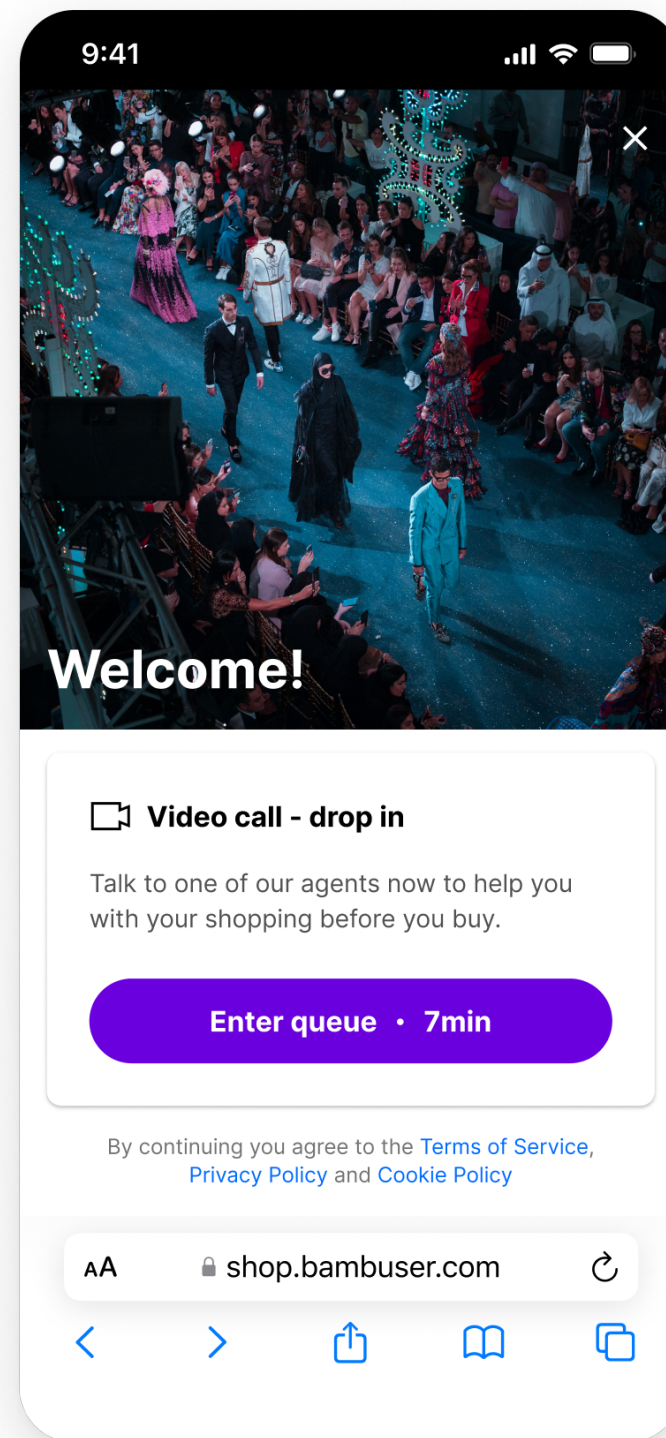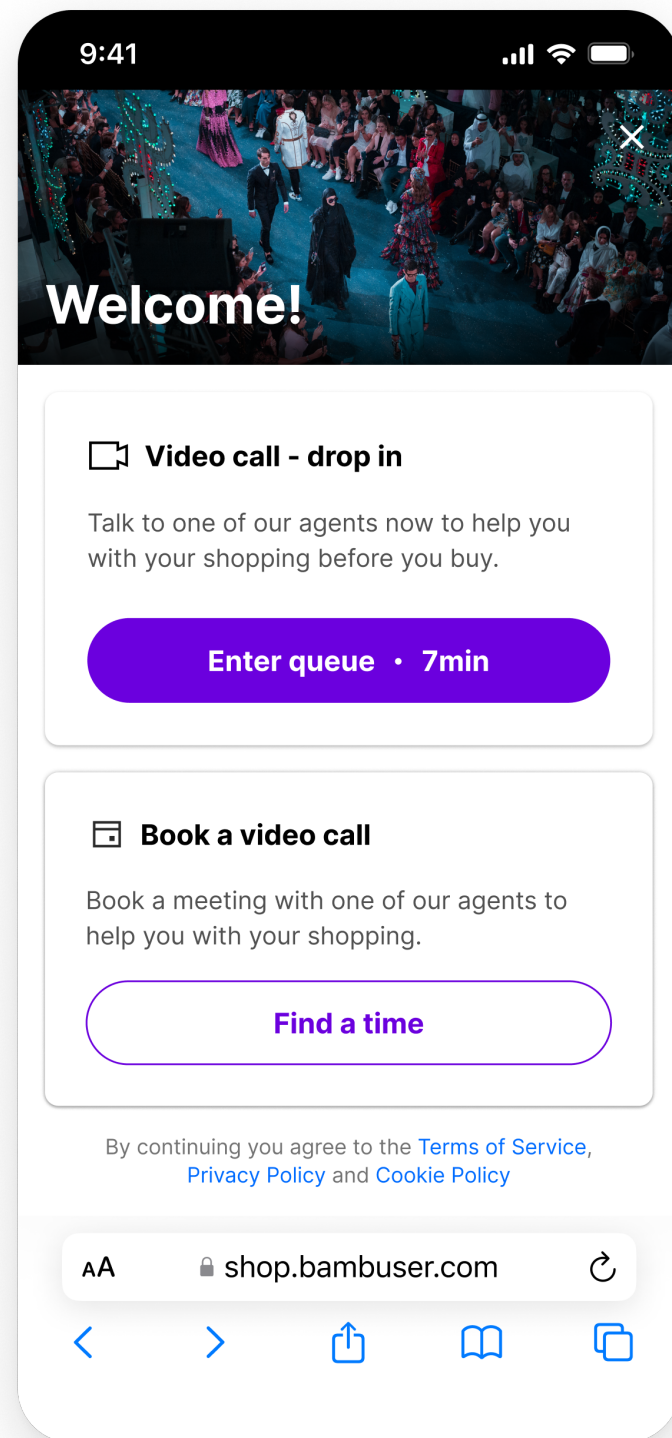
Not recommended

Components

Video Widget
The most effective way to to attract customers' attention and increase the number of calls is to use a branded, eye-catching video widget.

You can choose whether the video widget will sit on the left or right side of the screen, as well as the distance between the widget and the bottom and the side of the page.
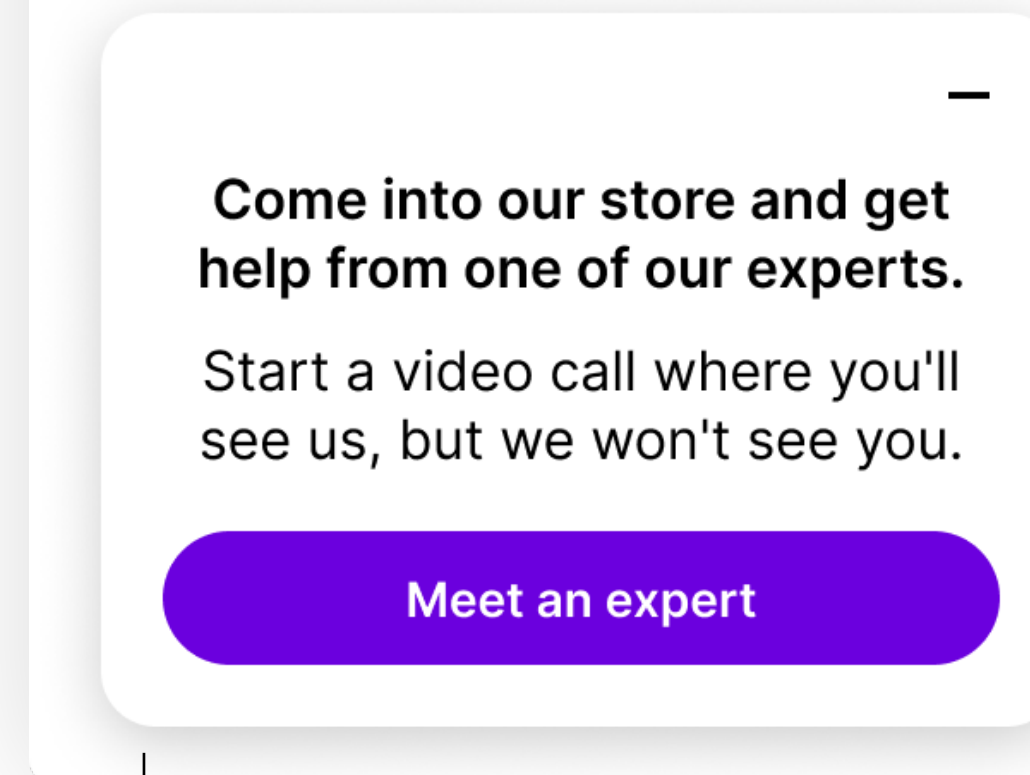
Avatar Widget
If you don't have the perfect video to use, an image within an avatar widget is your second most effective option. You can upload an image of a sales representative, your brand logo, or keep the default camera icon styled with your brand colors.
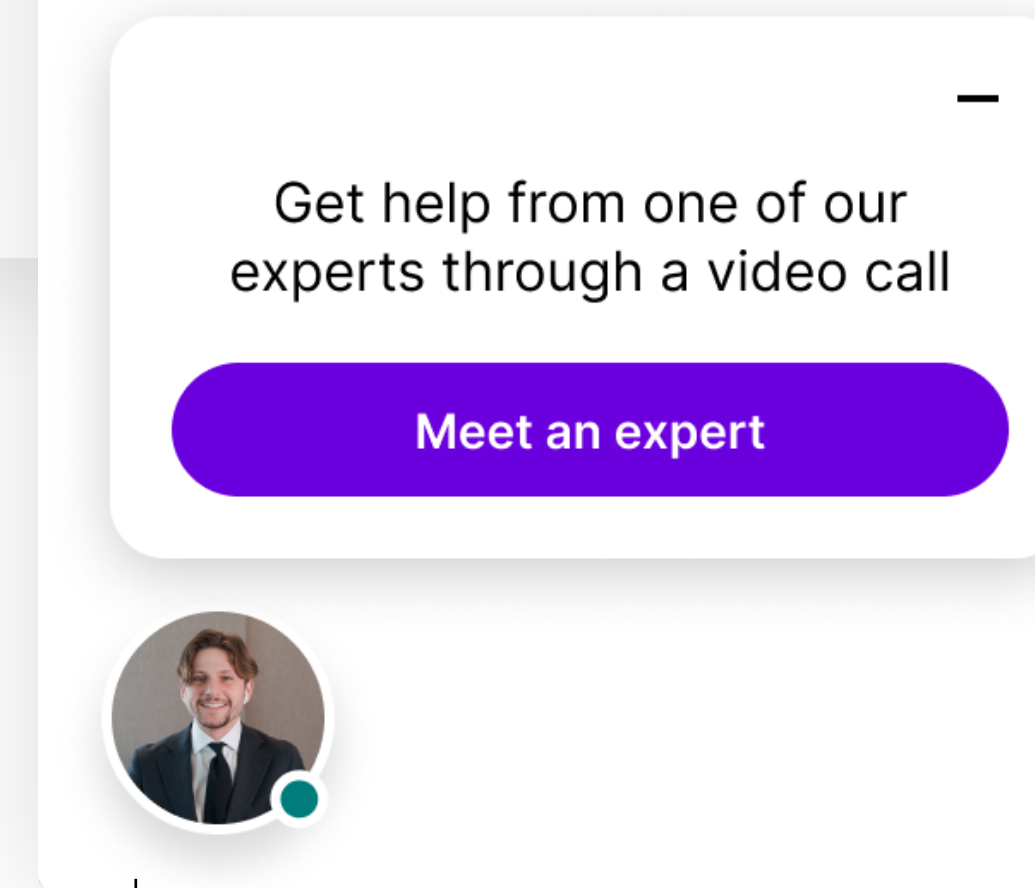
Side Dock Widget
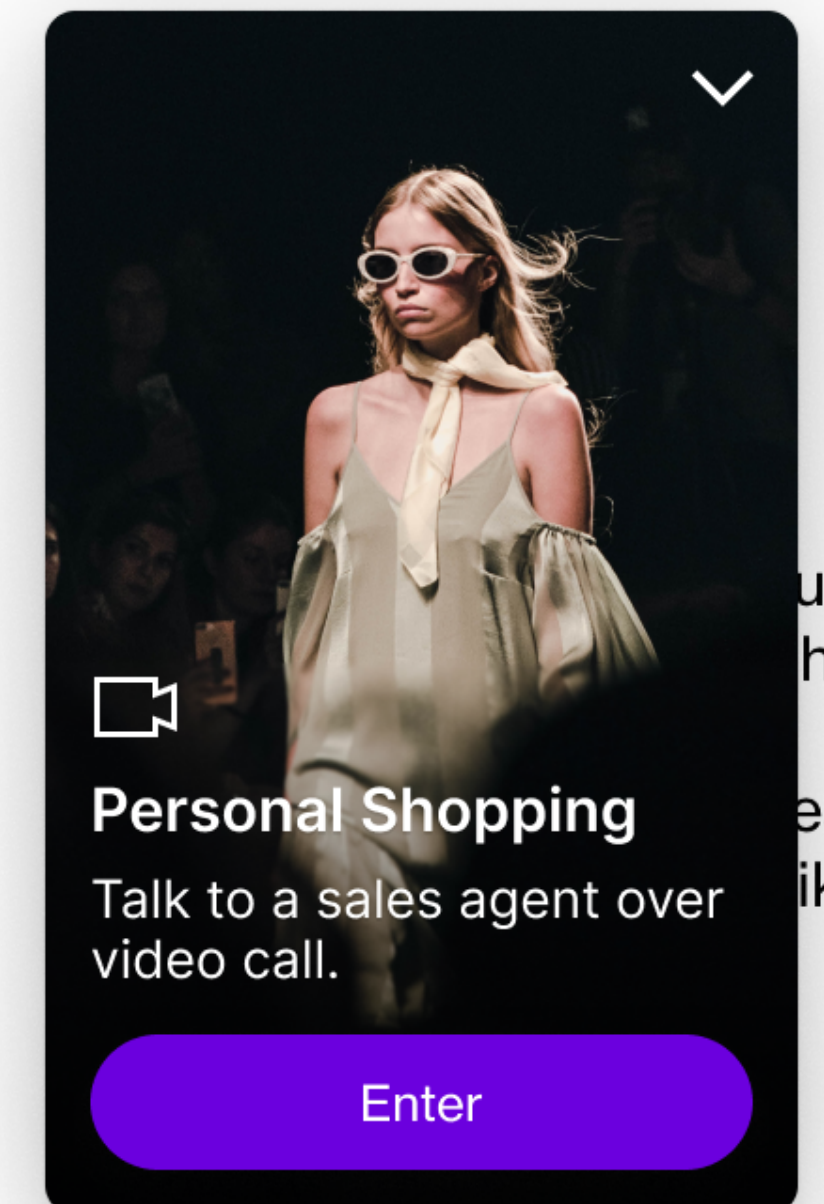You can choose to use the side dock widget, if you'd like to separate your widget copy into two sections.

Note
The selection of what widget is being used on the site is not controlled in the Theming UI, but in the integration code.

Come into our store and get help from one of our experts.

Start a video call where you'll see us, but we won't see you.

Meet an expert

Side Dock Widget

Get help from one of our experts through a video call

Meet an expert

Avatar Widget

Personal Shopping
Talk to a sales agent over video call.

Enter

Video Widget

Components

Thank you screen

You are able to style your end screen with the following options:

—— Blurred background

—— Custom image

—— Solid background color

    —— With or without logotype
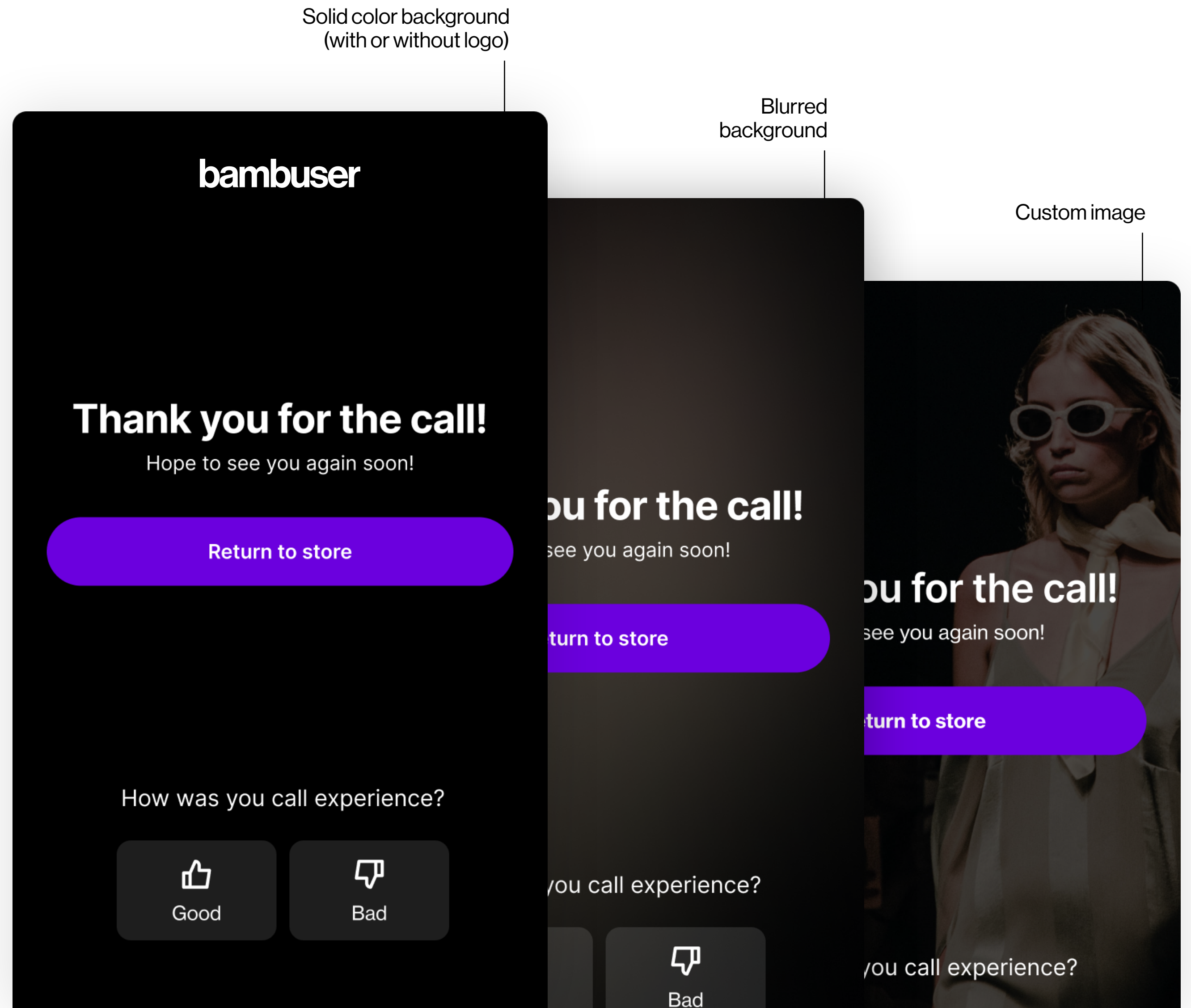
RECOMMENDATIONS

Image

Choose an image that ensures that the text is still readable.

Logotype

The logotype area has a height of 48px and a width that will adapt depending on the image you upload. If you wish to set your logo's height to less than 48px, create a png file with a transparent background and add as much space as you want to around it.

Solid color background
(with or without logo)

Blurred
background

Custom image

bambuser

Thank you for the call!

Hope to see you again soon!

Return to store

How was you call experience?

👍
Good

👎
Bad

ou for the call!

see you again soon!

turn to store

you call experience?

👎
Bad

ou for the call!

see you again soon!

turn to store

you call experience?

Create Your Design

To start creating your theme, log into your Bam Hub and go to Settings and Theming.

While creating your theme, you can always preview it directly in the Theming section, through the top right corner.

[Go to your Bam Hub](#)